

Contract # 843439 Schedule Dates 07/20/12-07/30/12 Advertiser American Crossroads (33954) Agency/T-Code Crossroads Media LLC (2774)/055317791 Product Brand Salesperson Blair, Cheryl (2205)

Sales Office

**Buyer Name** 

**Account Types** 

Billing Type

Comments

Phone/Fax

CPE

Political - Non-Ballot Issue (1196) American Crossroads (171747) TeleRep - Philadelphia MARONEY, STEPHANIE (202) 559-6428 / 11/27/828 National/\*\*Political - Agency

Weekly/Irregular AMER CROSSROADS 7/20 \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*, **Date Entered** 07/19/12 Last Modified 07/19/12 **Entered By** Penne Marsh CO-OP No Headline # 06243458

Demo

Order Type Package Deal

Sales Tax

Normal

Commission % 15.00 Commission \$4,485.00

**Net Total** \$25,415.00 Norfolk (WVEC) (WVEC) By Broadcast Month Rate **Spots** Jul. 2012 26 \$24,850.00 Aug. 2012 5 \$5,050.00 Grand Total: 31 \$29,900.00

Line Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	e Th	Fr	Sa S	iu Sp	ots	Rate	Total	Station	Comments	Entered
1.0 Normal Line / SPOT	07/20/12-07/27/12	4	:30	5A- 5:58A (ET)				 	[ [ ]	1	1		2	\$550.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/19/12
2.0 Normal Line / SPOT	07/20/12-07/27/12	4	:30	6P- 6:30P (ET)				 		1	-		2	\$1,350.00	\$2,700.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/19/12
3.0 Normal Line / SPOT	07/27/12-07/27/12	4	:30	6:58P- 7:28P (ET)						1				\$1,625.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/19/12
3.0.1 Closed Preempt	07/27/12					i		i I	İ		İ					Norfolk (WVEC) (WVEC)	I-No Avail/Exception -	
4.0 Normal Line / SPOT	07/20/12-07/20/12	4	:30	7:28P- 7:57P (ET)				 		1	-		1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/19/12
5.0 Normal Line / SPOT	07/20/12-07/27/12	4	:30	9A- 10A (ET)						1			2	\$425.00	\$850.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/19/12
6.0 Normal Line / SPOT	07/23/12-07/30/12	4	:30	11P- 11:35P (ET)		1		 			1		2	\$1,100.00	\$2,200.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/19/12
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		CONF	FIRMATION CONT	RACT			
Accepted-Agency/Advertiser:	Da	ate: Accepted-Stat	ation:	Date:	Comments:		



## Contract # **Schedule Dates** Advertiser Agency/T-Code

CPE

Date:

Accepted-Station:

843439 07/20/12-07/30/12

American Crossroads (33954)

Crossroads Media LLC (2774)/055317791

**Date Entered** 

**Last Modified** 

No

06243458

Normal

15.00

\$4,485.00

\$25,415.00

**Entered By** 

Headline #

Order Type

Package Deal

Commission %

Commission

**Net Total** 

Sales Tax

Date:

Comments:

CO-OP

Demo

Product Political - Non-Ballot Issue (1196) Brand American Crossroads (171747)

Salesperson Blair, Cheryl (2205) Sales Office TeleRep - Philadelphia MARONEY, STEPHANIE **Buyer Name** Phone/Fax (202) 559-6428 /

11/27/828 National/\*\*Political - Agency **Account Types** 

Billing Type Weekly/Irregular Comments

AMER CROSSROADS 7/20
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,

Norfolk (WVEC) (WVEC) 07/19/12 By Broadcast Month **Spots** 07/19/12 Penne Marsh

Jul. 2012 26 \$24,850.00 \$5,050.00 Aug. 2012 Grand Total: 31 \$29,900.00

Rate

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu We	Th Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
7.0	Normal Line / SPOT	07/23/12-07/30/12	4	:30	5A- 5:58A (ET)		1				2	\$550.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/19/12
8.0	Normal Line / SPOT	07/23/12-07/30/12	4	:30	6P- 6:30P (ET)		1				2	\$1,350.00	\$2,700.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/19/12
9.0	Normal Line / SPOT	07/23/12-07/23/12	4	:30	6:58P- 7:28P (ET)		1				1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/19/12
10.0	Normal Line / SPOT	07/30/12-07/30/12	4	:30	7:28P- 7:57P (ET)		1				1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/19/12
11.0	Normal Line / SPOT	07/23/12-07/30/12	4	:30	9A- 10A (ET)		1				2	\$425.00	\$850.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/19/12
12.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	11P- 11:35P (ET)				1		1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/19/12
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Accepted-Agency/Advertiser:



Contract #
Schedule Dates
Advertiser
Agency/T-Code
Product
Brand

CPE

**Account Types** 

Date:

Billing Type

Comments

Dates 07/20/12-07/30/12 ser American Crossroads (33954) /T-Code Crossroads Media LLC (2774)/055317791 Political - Non-Ballot Issue (1196) American Crossroads (171747) Salesperson Blair, Cheryl (2205) Sales Office TeleRep - Philadelphia MARONEY, STEPHANIE **Buyer Name** Phone/Fax (202) 559-6428 /

11/27/828

Weekly/Irregular

National/\*\*Political - Agency

Accepted-Station:

AMER CROSSROADS 7/20
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,

843439

**Last Modified** 07/19/12 Penne Marsh **Entered By** CO-OP No 06243458 Headline # Demo Order Type Normal Package Deal Commission % 15.00 Commission \$4,485.00 **Net Total** \$25,415.00 Sales Tax

Date:

Comments:

07/19/12

**Date Entered** 

Norfolk (WVEC) (WVEC) By Broadcast Month **Spots** Rate Jul. 2012 26 \$24,850.00 \$5,050.00 Aug. 2012 Grand Total: 31 \$29,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu We	Th F	r Sa Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	5A- 5:58A (ET)				1		1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/19/12
14.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	6P- 6:30P (ET)				1		1	\$1,350.00	\$1,350.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/19/12
15.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	7:28P- 7:57P (ET)				1			\$1,625.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/19/12
15.0.1	Closed Preempt	07/26/12												Norfolk (WVEC) (WVEC)	I-No Avail/Exception -	
16.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	9A- 10A (ET)				1		1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/19/12
17.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	11P- 11:35P (ET)			1			1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/19/12
18.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	5A- 5:58A (ET)			1			1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/19/12
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B/E Bookend P/B Piggy Back

Accepted-Agency/Advertiser:

Printed At: 12:56 PM on Saturday, August 4 2012



## Contract # Schedule Dates Advertiser Agency/T-Code Product

Brand

CPE

Date:

Accepted-Station:

843439 07/20/12-07/30/12 American Crossroads (33954)

Crossroads Media LLC (2774)/055317791 Political - Non-Ballot Issue (1196) American Crossroads (171747) Blair, Cheryl (2205)

Salesperson Sales Office TeleRep - Philadelphia MARONEY, STEPHANIE **Buyer Name** Phone/Fax (202) 559-6428 / 11/27/828

**Account Types** National/\*\*Political - Agency

Billing Type Weekly/Irregular Comments AMER CROSSROADS 7/20
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*, **Date Entered** 07/19/12 **Last Modified** 07/19/12 Penne Marsh **Entered By** 

CO-OP No

06243458 Headline #

Demo

Order Type Normal Package Deal

Commission % 15.00 Commission \$4,485.00

Date:

Comments:

**Net Total** \$25,415.00

Sales Tax

Norfolk (WVEC) (V	VVEC)	
By Broadcast Month	<b>Spots</b>	<u>Rate</u>
Jul. 2012	26	\$24,850.00
Aug. 2012	5	\$5,050.00
Grand Total:	31	\$29,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We Th	Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
19.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	6P- 6:30P (ET)			1				1	\$1,350.00	\$1,350.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/19/12
20.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	7:28P- 7:57P (ET)			1				1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/19/12
21.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	9A- 10A (ET)			1				1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/19/12
22.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	11P- 11:35P (ET)				1			1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/19/12
23.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	5A- 5:58A (ET)				1			1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/19/12
24.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	6P- 6:30P (ET)				1			1	\$1,350.00	\$1,350.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/19/12
25.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	6:58P- 7:28P (ET)				1			1	\$1,625.00	\$1,625.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/19/12

B/E Bookend P/B Piggy Back

Accepted-Agency/Advertiser:

Printed At: 12:56 PM on Saturday, August 4 2012

Comments

843439 Contract # Schedule Dates 07/20/12-07/30/12 Advertiser American Crossroads (33954) Agency/T-Code Crossroads Media LLC (2774)/055317791 Product Political - Non-Ballot Issue (1196) Brand American Crossroads (171747) Salesperson Blair, Cheryl (2205) Sales Office TeleRep - Philadelphia MARONEY, STEPHANIE **Buyer Name** Phone/Fax (202) 559-6428 / CPE 11/27/828 **Account Types** National/\*\*Political - Agency Billing Type Weekly/Irregular AMER CROSSROADS 7/20
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,

**Date Entered** 07/19/12 **Last Modified** 07/19/12 Penne Marsh **Entered By** CO-OP No 06243458 Headline # Demo Order Type Normal Package Deal Commission % 15.00 Commission \$4,485.00 **Net Total** \$25,415.00 Sales Tax

Norfolk (WVEC) (V	VVEC)	
By Broadcast Month	<b>Spots</b>	<u>Rate</u>
Jul. 2012	26	\$24,850.00
Aug. 2012	5	\$5,050.00
Grand Total:	31	\$29,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	S	PW	Мо	Tu '	We T	h Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
26.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	9A- 10A (ET)					1				1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/19/12
					С	CONF	IR	M/	۱T۶	ON	I C	ON	TF	RAC	Т				
Accepted-	-Agency/Advertiser:			Date:	Acce	pted-Stati	ion:								Date:	Comments:			